



Planning and Zoning Board

Case Information

P&Z CASE NUMBER: Z11-022
DRB CASE NUMBER: DR11-021
LOCATION/ADDRESS: East and West of Dobson road, along the 202 Freeway (south side).
P&Z REQUEST: Modification of a Council Use Permit (Ordinance #4312).
DRB REQUEST: Design Review Board approval to modify the existing Freeway Landmark Monument signs for Mesa Riverview
PURPOSE: Design Review Board approval to modify the existing Freeway Landmark Monument signs for Mesa Riverview
COUNCIL DISTRICT: District 1
OWNER: William L. Brown, Kimco KD Riverview 1178
APPLICANT: Curt Taylor, Kimco Realty Corporation
STAFF PLANNER: Lesley Davis

SITE DATA

EXISTING ZONING: Limited Commercial with a Planned Area Development overlay, and a Council Use Permit to allow four Freeway Landmark Monument Signs (C-2-PAD-CUP)
CURRENT LAND USE: Riverview shopping center
PARCEL SIZE: Riverview development – 230± acres
GENERAL PLAN DESIGNATION: Regional Commercial (RC)

SITE CONTEXT

NORTH: (across 202 Freeway) Undeveloped County and Federal land
EAST: Existing Riverview development – zoned C-3-PAD; and gravel extraction operation – Maricopa County jurisdiction
SOUTH: Existing Riverview development – zoned C-3-PAD
WEST: Riverview Park – zoned C-3-DMP

STAFF RECOMMENDATION: Approval with conditions

P&Z BOARD RECOMMENDATION: ☐ Approval with conditions. ☐ Denial

DR BOARD RECOMMENDATION: ☐ Approval with conditions. ☐ Denial

PROPOSITION 207 WAIVER SIGNED: ☐ Yes ☐ No

HISTORY/RELATED CASES

- January 20, 1959:** Majority of subject property, south of Brown Road alignment, annexed to City of Mesa (Ord. #358). Subsequent comparable zoning case established M-1 (west side) and R1-9 (east side) zoning districts.
- October 4, 2004:** City Council approved annexation of triangular portion of the site north of Brown Road alignment (Ord. #4281)
- October 18, 2004:** Triangular portion of site rezoned (with condition requiring review and approval by the Planning and Zoning Board, Design Review Board, and City Council of future development plans) from County Rural-43 to R1-43 (Z04-82)
- November 1, 2004:** Minor General Plan amendment from Mixed Use/Employment to Regional Commercial (Gpminor04-07)
- November 1, 2004:** Freeway Landmark Signs (four total) approved at the Loop 202 (Z04-88)
- November 1, 2004:** Rezoning from M-1 and R1-9 to C-3 approved for future auto mall (Z04-86)
- November 1, 2004:** "Entertainment District (C-2-BIZ) and Pad Buildings along Dobson Road (C-2) (Z04-85; Ord. #4309)
- November 1, 2004:** Riverview at Dobson Retail and Employment approved, involving the rezoning from M-1 and R1-9 to C-2, C-3 and PEP (Z04-87; Ord. #4311)
- December 6, 2004:** Resolution 8378 approved by Council, related to development agreements
- December 14, 2004:** Administrative approval to allow larger sign area on the FLMs.
- December 19, 2005:** Site Plan Approval for the development of Riverview regional commercial center (Z05-101; Ord. #4496)
- April 17, 2006:** Site Plan Approval for the private drive through the Riverview auto mall site (Z06-23; Ord. #4541)
- August 10, 2006:** Administrative approval to change the background color behind the "Mesa Riverview" words at the extreme top of the sign, to "Liberty Red".
- June 7, 2008:** City Council approved an additional Freeway Landmark Monument sign with a double-sided electronic message display at the Mesa Riverview development (Z08-032, Ord. #4862).

PROJECT DESCRIPTION / REQUEST

The applicant is requesting a modification to an approved Council Use Permit that will modify the elevations for four of the five existing Freeway Landmark Monument (FLM) signs for the Mesa Riverview development, which is located on the south side of the Loop 202 on the east and west sides of Dobson Road. The original Council Use Permit, approved November 1, 2004 (case Z04-88; Ordinance #4312) allowed four FLMs at the Riverview development, one of them with an electronic message display. One additional 60-foot high FLM with an electronic message display was approved in June of 2008 (case Z08-032; Ordinance #4862). Sign #3 will not be modified as part of this request. It is owned by Bass Pro Shops therefore, Kimco does not have any control over this sign.

The existing sign heights and locations are listed below:

- **Signs #1 and #2** are both 60' in height, located east of Dobson Road;
- **Sign #3** is 70' in height, has an electronic message display, and is located at the southeast corner of Dobson Road and the 202; (Controlled by Bass Pro Shops)
- **Sign #4** is 70' in height, located at the western edge of the Riverview development.
- **Sign #5** is 60' in height, located roughly half way between Signs #1 and #2 on the east side of Dobson.

The applicant has presented a revised design for the four freeway signs controlled by Kimco for the Mesa Riverview Development. There will not be any changes made to the sign area or the height of the signs. The changes are to update the overall design to be more contemporary and to be consistent with the changes proposed for the overall Comprehensive Sign Program for the Mesa Riverview Development. Copies of the signs proposed as part of that new sign program are included with the packet materials for reference. The new materials and colors are intended to bring the feel of water into the sign design.

NEIGHBORHOOD PARTICIPATION

The applicant notified all property owners within 1,200', and all registered neighborhoods and homeowners' associations within 1 mile, and invited them to two neighborhood meetings. Two people attended the first meeting and seven attended the second meeting. No issues were raised regarding the changes to the Freeway Landmark Monument Signs. Staff has not been contacted by any neighbors with concerns regarding the signage changes.

BUILDING COLORS/MATERIALS

Embellishment:	Internally illuminated channel letters "Mesa Riverview" (white acrylic). Background water embellishment of second surface applied graphic to emulate 3Form dimensional panel, Varia Ecoresin, Ridge texture in blue. Internal illumination to create consistent illumination.
Sign panels:	Removable tenant panels for future tenants, routed copy areas with acrylic backup - tenant colors Sign panel background to be painted "Corsican Treasure" or existing in the field.
Legs:	4" x 8" x 16" Superlite Founders, finish "Oak Creek Blend" (Existing)
Band connecting legs:	Brushed aluminum look with Matthews Silver painted finish
Base:	4" x 8" x 16" Superlite Mesa Stone, finish "Mission White" (existing)

STAFF ANALYSIS

BACKGROUND:

Riverview has developed as a major retail and entertainment center, with several large anchor tenants including Bass Pro Shop and a multiple-screen movie theater. Riverview is located less than two miles from another large retail/entertainment center, Tempe Marketplace, which also utilizes a number of large signs including electronic message displays. Mesa Riverview is trying to update their image and revitalize their center. Part of that revitalization effort includes re-

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facing and updating all of the programmed signage for the development including the Freeway Signs that they control.

CONCERNS:

Planning Staff has a general concern regarding the size of the identification letters for “Mesa Riverview” on the top of the sign. The sign design would support increasing those letter heights and proportion to be more compatible with the monument signage proposed for the entrances at Bass Pro Drive and Dobson Road.

Design Review Board Discussion: July 6, 2011 and August 3, 2011	Revisions/Staff observations:
<i>The Board agreed with staff that the proportions of the letters could increase to better identify “Mesa Riverview”, but were supportive of the overall design changes for the FLM signs.</i>	The applicant is working on a revised design that would increase the size of the lettering for “Mesa Riverview” on the freeway signs. At the time of this report, staff has not seen those revisions, however staff does anticipate that we will be able to provide those elevations at the August 16, 2011 Planning and Zoning Board Study Session.

CONCLUSION:

The proposed design changes for the Freeway Landmark Monument signs do not modify the approved sign areas and heights for the Mesa Riverview FLMS. The new design has been updated and is compatible with the proposed sign changes for the overall Mesa Riverview development. The Comprehensive Sign Plan for those additional sign changes is scheduled to be heard by the Board of Adjustment at their September 13, 2011 hearing. The Design Review Board will make their recommendation to City Council on the FLM design changes at their September 7, 2011 meeting.

Staff recommends approval of this modification of the approved Council Use Permit subject to the following conditions:

CONDITIONS OF APPROVAL:

1. Compliance with Ordinance #4312, except for the following.
2. Compliance with Ordinance #4862, except for the following.
3. Compliance with all requirements of the Design Review Board.
4. Compliance with all requirements for a modification of the Special Use Permit for the Comprehensive Sign Plan from the Board of Adjustment.
5. Compliance with all City development codes and regulations.
6. Compliance with all requirements of the Development Services Division with regards to the issuance of building and sign permits.